

PLACE ATTACHMENT, FESTIVAL ATTACHMENT, AND BEHAVIOURAL INTENTIONS AS PREDICTORS OF ON-SITE ENVIRONMENTALLY RESPONSIBLE BEHAVIOURS AT MUSIC FESTIVALS

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ABSTRACT

Although environmentally responsible behavioural intention is an interesting outcome of behavioural studies, actual behaviour is gaining more importance with recent research in pro-environmental behaviours observing that behavioural intentions do not always lead to actual behaviours. This paper tests this relationship and investigates the influence of festival and place attachment on festival attendees' environmental behaviours. To test this relationship, 420 music festival goers aged 18-60+ responded to two on-line surveys (one before and one after the festival). A series of regression analyses showed that festival and place attachment are better predictors of on-site environmentally responsible behaviours than are behavioural intentions. Further research is recommended into festival and place attachment as predictors of on-site environmentally responsible behaviours.

Keywords: environmentally responsible behaviours, behavioural intentions, place attachment, festival attachment, events, music festivals.

INTRODUCTION

To this point, the extensive research that has been carried out into environmentally responsible behaviours has mostly studied intentions rather than actual behaviours. The study of actual behaviours is important, however, because prior research in tourism contexts has suggested that actual behaviour does not always follow intentions with regard to environmental issues (Bergin-seers & Mair, 2009; Hughes, 2012; Juvan & Dolnicar, 2013; McKercher, Prideaux, Cheung, & Law, 2010), and this discrepancy particularly applies to behaviours perceived as inconvenient (Barr, 2004; Dolnicar & Grün, 2009; Kollmuss & Agyeman, 2002; McKenzie-Mohr, 2000; McKenzie-Mohr & Smith, 1999). For instance, McKercher et al.'s (2010) study into attitudes to tourism and climate change among 859 residents of Hong Kong identified a significant gap between awareness and behavioural change. Hughes' (2012) study of behavioural intentions as an indicator of behavioural change showed that among the 100 Australian families participating in a wildlife viewing experience, for 10 of 13 conservation behaviours explored, the majority of respondents who intended to increase their engagement with these behaviours did not do so. Event settings is an interesting and largely neglected context in which to test environmentally responsible behaviours (Laing & Frost, 2010) and the discrepancy between intentions and actual behaviours. It can be

argued that people litter at events because they do not want to be bothered with disposing of their waste responsibly while they are being entertained. Kollmuss and Agyeman (2002), Barr (2004), and MacKenzie-Mohr (1999, 2000) concluded that environmentally responsible behaviours and their complexity should be analysed from new perspectives and contexts. In fact, they suggested that there are external and internal factors that may be better predictors of actual proenvironmental behaviours than are behavioural intentions. The community-based social marketing theory (MacKenzie-Mohr, 2000), for example, suggests that perceived barriers and benefits might influence the step between individuals' intentions and behaviour. The current research investigates other factors, related to individuals' emotions towards the event, that may also influence this step.

In tourism and leisure contexts, prior research has suggested that place attachment is a potential predictor of behavioural intentions (Lee, 2011; Ramkissoon, Smith, & Weiler, 2013b). The term 'place attachment' refers to the emotional bond that an individual has with a place, which includes functional, cognitive (Proshansky, Fabian, & Kaminoff, 1983), affective (Halpenny, 2010), and social characteristics (Lee, 2011; Ramkissoon, Smith, & Weiler, 2013a). Another potential predictor of actual behaviours may be attachment to the festival itself. Prior research into special events has suggested that emotional attachment to a specific festival develops as people become committed to the event over time (Filo, Groza, & Fairley, 2012; Funk & James, 2006; Kim & Jamal, 2007). The current study poses two questions: Is the intention to behave responsibly toward the environment the main predictor of actual behaviour at events? Does the attachment that an attendee has to the place where the event is held, or the festival itself, contribute to predicting actual behaviour? The study presents evidence that: (1) environmentally responsible behaviours do not always follow behavioural intentions; and (2) place attachment and festival attachment warrant further investigation as factors that predict on-site environmentally responsible behaviours.

METHOD

Pre-visit and post-visit on-line surveys relating to environmentally responsible behaviours at music festivals were carried out for this study. These surveys aimed to identify the relationship between place attachment, festival attachment, environmentally responsible behavioural intentions, and actual behaviour. An internal consistency method (Cronbach's Alpha) was applied to assess the reliability of the construct measurement, with evaluation by three senior researchers confirming content validity, and factor analysis confirming construct validity. A non-probability convenience sampling method was used to recruit participants. They were predominantly Australian (91%), aged 18-31 (30%), and largely female (65%). These descriptive results are similar to those of prior music festival studies. Usable questionnaires from participants who had completed both surveys totalled 420. Scales developed in prior research by Ramkissoon et al. (2013a), and Lee (2011) were used to measure place and festival attachment. These were presented in 12 items using Likert-type scales (1 =strongly disagree; 7 = strongly agree). Environmentally responsible behavioural intentions were measured using five specific statements about responsible waste disposal behaviours that people intended to carry out (pre-visit survey) and actually did carry out (post-visit survey) at the festival. Both intentions and actual behaviours were measured using the same 7-point scale (1 = strongly disagree; 7 = strongly agree) (Table 1).

RESULTS

A series of five multiple regression analyses (one for each behaviour) was conducted to examine the relationships. Composite measures of place attachment, and festival attachment, and the relevant individual behavioural intentions item were entered as independent variables, with each self-reported actual behaviour as the dependent. Results showed that place

attachment was the strongest predictor for all five behaviours. Festival attachment also contributed to the prediction of two of the five behaviours (Table 1). Finally, a regression analysis was also carried out using a composite measure of the five responsible behaviours as the dependent variable and composite measures of behavioural intentions, festival and place attachment as the independent variables. Again, place attachment was the best predictor of general waste disposal behaviours, with festival attachment making a small but significant additional contribution.

Table 1. Regression Analyses –Actual Behaviours

	Behav 1 Put all my rubbish in the bins provided	Behav 2 Put cardboard, papers and plastic bottles in recycling bins	Behav 3 Be careful not to put food scraps in the recycling bin	Behav 4 Only purchase food items with minimal packaging	Behav 5 Pick up other people's litter and dispose of it correctly	Composite actual behaviour
Independent Variables	β Sig.	β Sig.	β Sig.	β Sig.	β Sig.	β Sig.
Behavioural intentions	-.068 .179	-.020 .653	.009 .842	.078 .085	.022 .600	.039 .351
Place attachment	.328 .001	.357 .001	.367 .001	.378 .001	.334 .001	.427 .001
Festival attachment	.144 .006	.093 .077	.043 .426	.087 .099	.242 .001	.164 .001
R^2	.182	.165	.134	.143	.253	.279
Adjusted R^2	.178	.163	.132	.140	.249	.276
F Note : $p < .001$ for all variables	(2,416) = 46.242	(1,417) = 82.410	(1,417) = 64.709	(1,417) = 69.329	(2,416) = 70.315	(2,416) = 80.478

CONCLUSIONS AND IMPLICATIONS

These results show that place and festival attachment are better predictors of environmentally responsible behaviours at events, than are behavioural intentions. In addition, these findings support prior research that questions the link between behavioural intentions and actual behaviours. Researchers in the field of events need to be aware that measuring behavioural intentions alone as an outcome variable is a poor substitute for enquiring about actual behaviour. Further research is needed to explore the links between self-reported actual behaviours and observed behaviours; and the role that place and festival attachment play in facilitating attendees' environmentally responsible behaviours.

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